Coming up with ideas for video content

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Video content types

- Make sure you know who your audience is and that they're interested in video content
- Video content types you can create:

- **#1 Tutorials**

  - think about your product and what should people understand about it
  - what knowledge could help people get started using your product and what advanced functions could help experienced customers get more out of your product?
  - you could make a tutorial about using another product that's related to yours
  - you can provide the same information in a video AND in written form next to it

- **#2 Interviews**

  - film interviews with experts in your industry
  - offer transcripts and closed captions for video interviews to increase the SEO value

- **#3 Company stories**

  - you can create a mix of content talking about your company: the written story, pictures of your employees and your office, & a video with the CEO answering some questions

- **#4 Case studies / customer testimonials**

  - interview your happy customers or film them using your product and explaining how it helps them

- **#5 Listicles**

  - you can easily make a listicle video by adding text and a relevant image in motion for each item

- Once you see what works, you can create a series of videos with the same format

- Video series help you offer a consistent experience to the viewers